Ayurvedic Industry-
Challenges And Opportunities

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World Herbal Industry

- Herbal Product’s Market: USD 80 billion
- Annual Growth Rate: 7%
- By 2050: will reach 6 trillion

Source: EXIM Bank Report
Indian Herbal Industry

- Indian Market : Estimated as Rs. 4205 crores
- Export of Ayurvedic drugs & allied herbal products : Estimated as Rs. 440 crores
- Potential by 2020 : Estimated as Rs. 7000 crores

Source : EXIM Bank Report
Kerala Scenario

- Ayurvedic Industries: Less than 1400
- Total Turnover: Less than Rs. 400 crores
- Export: Less than Rs. 60 crores

Source: Data from Drug Manufacturer’s Association
Strength of Kerala Ayurveda

• Ashtavaidya tradition

• Authentic ayurvedic products

• Kerala’s contribution like Pizhichal, Njavarakizhi etc.

• Well trained medical and paramedical staff
Bottle necks for sector Development

- Lack of documented validation of Products.
- Lack of documented quality control procedures.
- Lack of documented process validation.
Bottle necks for sector development...Contd

- Batch to batch variation in product.
- Toxicity profile - not explained
- Efficacy - not scientifically proved & documented
- Quality assurance protocol - not properly designed.
Bottle necks for sector development... *Contd*

- Lack of world class treatment centers.
- Lack of NABH accreditation.
- Lack of health Insurance approval.
- Lack of well trained man power.
Major Players In Ayurvedic Industry

- Arya Vaidya Sala, Kottakkal
- Arya vaidya Pharmacy, Coimbatore
- Vaidyaratnam Oushadasala, Ollur
- Oushadhi, Thrissur
- S.D Pharmacy, Alleppey
- Kandamkulathy Vaidyashala, Thrissur
- Kerala Ayurveda Pharmacy, Aluva
- Nagarjuna Herbal Concentrates. etc....
CARe KERALAM - A Kerala Govt. Initiative

- The first functional Ayurvedic cluster in the country at KINFRA Small Industries park, Koratty.
Objectives

• To promote Exports

• To upgrade Ayurvedic drugs & cosmetic manufacturers to compete in the international market.

• Establishing a Kerala brand of Ayurvedic Products.
The Project

- Research & development centre in the field of Herbal Medicine & other products
- Common facility centre for Quality certification, benchmarking & validation.
- International marketing support centers.
The Project ...Contd

- Data centre for Patent protection.
- GMP training & Technology transfer.
- Common facility centre for specialty production & Packaging.
The Project ... *Contd*

- Soft Skill Development programme for hospital staff.
- Initiatives for NABH accreditation.
Components

A. R & D Centre

B. Branding of Kerala Ayurvedic Products

C. Marketing Infrastructure

D. G.M.P. Training & Technology Transfer

E. Common Facility Production & Packaging

F. Common raw material sourcing center
Threat and Challenges

- Shortage of raw materials
- Escalation in raw materials price
- Lowering of standards in the products
- Adulteration in the raw materials
- Unhealthy growth of fake massage parlors.
Corrective Measures

• Promote cultivation of medicinal plants

• Implement good agricultural practice, good pre and post harvesting practices and good storage practices

• Promote single point sourcing of raw materials

• Promote sustainable harvesting of minor forest produces
Corrective Measures... *contd.*

- Initiatives for high quality hospital chain.
- Training for soft skill development for doctors and paramedical staff.
- Norms for NABH accreditation.
- Quality medicines and services.
Thank you